

Art. 1 – ORGANISATION – DATE, VENUE AND OPENING HOURS OF THE EXHIBITION – The 33<sup>rd</sup> Salone Franchising Milan 2018 exhibition is organised by RDS Expo Srl (hereinafter “the Organiser”), with the collaboration of Fiera Milano S.p.A (hereinafter “Fiera Milano”) and will be held at Fieramilanocity exhibition centre from 25 to 27 October 2018. The entrance to the Exhibition is by payment and it is free for those with an invitation. Access to professional operators, to the public and the press is allowed all the days of the Exhibition, continuously from 9:30 AM to 6:30 PM. Exhibitors are allowed access to the pavilions from 8:30 AM with permanence until 7:00 PM as necessary for the technical and organizational needs, the Organizer and/or Fiera Milano, reserve the right to modify the dates of opening and closing and the opening hours of the Exhibition.

Art. 2 - GOODS - The exhibition includes everything to do with the innovative business and services formula that are part of the show and which remain appropriate to the judgment of Organiser

Art. 3 – APPLICATION FOR REGISTRATION – ACCEPTANCE OF GENERAL REGULATIONS –BALANCE OF PAYMENT

a) Registration and deposit - Exhibitors must send the application for registration to: RDS Expo Srl – Franchising Milano Organiser’s Office; the application must be completed in full and signed by the company’s legal representative, with specific acceptance of special clauses included in the rider, and sent preferably within 13 July 2018. The postmark or, if delivered by hand, the date and declaration signed by the Organiser shall be proof of receipt. After the deadline, registration applications will be considered under the terms indicated on the application form and subject to available space. The Exhibitor’s signature on the application form constitutes a binding contract and the same Exhibitor undertakes to comply with that, delivering it to the Organiser accompanied by the deposit calculated according to the methods stated on the application form. The exhibition application form shall contain no reserves or conditions of any kind. Deposits paid will be returned if the application for registration is rejected. By signing the registration application form, the Exhibitor gives the Organiser the mandate on to sign the contracts for services provided to the Exhibitor by third parties, on behalf of the Exhibitor.

b) General Regulations – by signing the registration application form, the Exhibitor makes a binding commitment to participate in the exhibition, under the display category and at the stand to be assigned under the provisions of article 6 hereunder, and to expressly accept the General Regulations of the exhibition, the Technical Regulations of Fiera Milano and all subsequent provisions issued at any time by the Organiser and/or by Fiera Milano in the interest of the Exhibition.

c) Registration fee – the registration fee includes: one car park for each Exhibitor with a stand; electronic Exhibitor badges proportionate to the area assigned: 6 badges up to 20 m<sup>2</sup> plus 1 badge for each 6 m<sup>2</sup> over the first 20 m<sup>2</sup>; electronic invitations for clients as follows: up to 40 m<sup>2</sup>: 25 invitations; more than 40 m<sup>2</sup>: 50 invitations (value € 0,50/one); general surveillance of the halls and overall, one copy of the Salone map guide, fire prevention; stand cleaning; electricity installed up to 5 KW; fire extinguishers; municipal advertising tax (art. 16), copyright royalties (art. 13) - EVENT CATALOGUE: 15.000 copies given to all the visitors, guests and to the press. It shows the list of the Exhibitors, their nature of business classification and their stand number. It shows all the meetings, workshops and initiatives that will be done during these three days. - ON-LINE CATALOGUE It contains several information about Exhibitors and Brand/ Represented Company, nature of business and the number of assigned stand - FIND FRANCHISING – BUSINESS SEARCH ENGINE: A search engine, active all year long on the exhibition website, dedicated to exhibitors and visitors with the aim to generate contacts between franchisor and franchisee. This guarantees to the Exhibitors a visibility that lasts more than the 3 days of event EXHIBITION ADVERTISING CAMPAIGN: The Organizer, at its own complete discretion, will advertise the logos of exhibitors, regularly signed up to the event, on magazines pages reserved to it. The logos will be published only on publications available after subscription and done payment. The Organizer shall not be held liable for any omissions and/or inaccuracies in the dissemination of the logo - WEB: Promotion with newsletter and mailing sent to Salone Franchising Database; Visibility of all Exhibitor on Official Business Social Network Facebook, LinkedIn, Twitter, Youtube; Partnership with the most important sector website.

d) Brand /Represented companies – Brand/Represented may be hosted and registered, limited to sq.m assigned, in the free area and in the area with standard assembly (minimum 20 m<sup>2</sup>). The Exhibitor shall provide the trade name and details of any represented companies whose products or services it intends to exhibit in its stand. Products and/or services of companies that have not been declared in the registration application form and officially accepted by the Organiser shall not be exhibited. A fee of € 1.000.00 + VAT 22% (VAT only if due) shall be paid for each represented companies / brand.

e) Balance of payment and statement of account – Exit pass. The balance of all participation fees shall be paid within 15 days from receipt of invoice and in any case no later than 21 September 2018. Invoices issued after that date are payable on receipt. Exhibitors that have not paid the balance of the exhibition fee shall be barred from entering for assembly. In the event of non-payment as above, Fiera Milano shall not supply power to the stand. Registration applications from exhibiting companies that have not paid all amounts owed to the Organiser and/or to Fiera Milano shall not be deemed valid for the purposes of stand reservation. In the event of total, partial or late payment of any sums owed by the Exhibitor for participation in the exhibition under the and conditions as set forth in the application form and in the General Regulations, the Organiser reserves the right to terminate the agreement with the Exhibitor without formalities, simply by barring Exhibitor’s admittance to the exhibition. Charges for additional services and supplies (e.g. optional, conference rooms, services by Fiera Milano S.p.A.), and any other charges requested upon issue of the final invoice, shall be listed on the final statement of account.

The statement will be published on the E-Service platform and the payment can be made directly from home by bank transfer or by credit card using E-Service web site, digital totem Easyservice or or presenting the statement at the bank in the Fairground. Is it

possible to remove goods and construction materials from the stand at the end of the exhibition only after having shown to the guards of the fairgrounds the exit passes. These passes will be validated only if the Exhibitor will fulfill all obligations assumed by contract against Fiera Milano and the Organizer.

f) VAT – International Exhibitors - From 1 January 2011, according to DGLS n. 18/2010, application of the EU Directive. 8/2008, taxable International Exhibitors are not required to pay VAT on the fee and related services to the Exhibition excluding non-tax passive subjects (eg.private); to identify the type of customer (taxable / no taxable), International Exhibitor must communicate, before receiving the invoice, the information of VAT / ID or other document proving the status of companies and not private. It is therefore imperative that the applications for participation will arrive with the above information, otherwise you will have to proceed with placing the issue of Italian VAT invoices.

g) Charges of traceability of cash flows – RDS Expo Srl, in the undertaking of the services under this Regulation, is bound to observe all the obligations of traceability of the cash flows as referred to in Article 3 of law August 13, 2010, no. 136 and subsequent amendments and additions. In particular, in the case where the exhibitor is a public institution and/or companies with public capital and/or in any case considered as a "contracting station" within the meaning of the said law, RDS Expo Srl

a) assumes, under penalty of absolute nullity of this contract, all the obligations of traceability of financial flows referred to in Article 3 of law August 13, 2010, no. 136 and subsequent amendments and additions - also in its relation with its contractors and subcontractors of the group of enterprises in any way involved in the contract;

b) undertakes to use one or more bank or postal accounts, in banks or at the Company Poste Italiane S.p.A., dedicated, even on a non-exclusive basis, to the specific public contract received;

c) agrees to give immediate notice to the contracting station and to the Prefecture - Territorial Office of the Government with territorial jurisdiction, of the news of the failure of its counterpart to the obligations of traceability of financial flows and to dissolve the contractual relationship, even as it is concerned with the relations with their contractors subcontractors. The Exhibitor that it is considered as a "contracting station" pursuant to the specific law will be required to fill in the Admission Application, including, nullity of the same Application, the obligatory IGC code (identification code of the tender) and - where necessary - the CUP code (unique code of project) relative to the public investment below. The Exhibitor that is considered as a "contracting station" pursuant to the aforesaid law shall be titled to dissolve the contractual relationship, in accordance with and for the effects of the article 1456 of halls, both during assembly and dismantling operations and when the exhibition is actually on, Fiera the Italian Civil Code in the case in which RDS Expo Srl violates the obligation referred to in letter b) of the previous paragraph 10.1 and/or in general violates - even in its relations with its contractors and subcontractors of the group of enterprises in any way involved in the contract - any obligation of traceability of cash flows referred to in Article 3 of law August 13, 2010, no. 136 and subsequent amendments and additions.

Art. 4 - CONFIRMATION OF ACCEPTANCE - Admission to the exhibition is subject to your request being accepted by RDS Expo Srl whose decision is final in respect of the current legal provisions; they will provide written notification of allocation of stands. In the event of your request being refused, RDS Expo Srl is under no obligation to furnish reasons and it is under no liability to do this.

Art.5 – WITHDRAWAL – Exhibitors that decide to pull out of the exhibition or withdraw their registration application form shall notify RDS Expo Srl – Organiser’s office of Salone Franchising Milano – Via del Commercio, 42 – 20090 Buccinasco (Mi) by means of a registered letter with advice of receipt.

- the deposit shall be retained as compensation for withdrawals received in writing by 13 July 2018.

- If withdrawal is received after 13 July 2018, the Organiser shall have the right to demand payment of a penalty fee amounting to the sum owed by contract, to plant and installation expenses for services ordered and executed in the reserved area, to any stamp duty and tax paid for the Exhibitor plus damages to the exhibition caused by the withdrawal.

- In the event of partial withdrawal from the space, the provisions above shall be applied in proportion to the space withdrawn.

- In both cases of withdrawal, the Organiser reserves the right to assign the stand to another Exhibitor, in any case, without any assignment precluding its right to claim compensation to the extent as defined above.

- Cancellation of Assembly – Cancellation of the standard assembly shall not be permitted after the deadline of 21 September 2018. In the event of cancellation after that date, the Exhibitor shall pay the amount due for assembly of € 100.00/m<sup>2</sup> + VAT 22% (VAT only if due).

Art. 6 - ASSIGNMENT OF EXHIBITION SPACES – The Organiser will give written notification of stand assignment. Decisions regarding the assignment of stands, their size, their position and their placement in the various areas shall be at the Organiser’s discretion, and it will not be obliged to reveal the reasons for its decision. In any case, the overall interests of the exhibition, the priorities of order of arrival of the application form, the area requested and, as far as possible, the applicant’s preferences shall be taken into account. Any indications or special requests made by Exhibitor are understood as merely indicative and shall not bind or condition the participation application, therefore these shall be considered as not made. The Organiser and Fiera Milano reserve the right to change the stand position or its size, even if already assigned, if this is necessary for technical reasons and/or organisational requirements. The Exhibitor waives all and any claims deriving from any change to assigned stand position and/or size deriving from technical reasons and/or organisational requirements of the Organiser. It is forbidden: to perform operations outside the exhibition stand, even for the purposes of avoiding interference with the activities of other stands; to illegitimately occupy the aisle and/or the rear area of the stand; to sell or sublet the assigned stand or part of it to third parties, with or without a charge.

Art. 7 - FITTING UP PLANS – In the case a pre-set up area solution is not chosen (see p. 2 and 3 of this form) the stands will be placed at the disposal of the Exhibitors, delineated by coloured stripes on the floor and it is mandatory for the Exhibitor to autonomously set up its own stand including the perimeter walls, flooring and lighting. With the specific Technical Regulation of Fiera Milano and memos/communications concerning the Event, which constitute an integral part of this General Regulation, all the rules of construction and furnishing of stands will be provided. The Exhibitor is required to submit advance at Fiera Milano S.p.A., the exhibition design for verification and approval, according to the specifications and the times indicated in the appropriate document (required documents - fitting up) available for download at the link to access the section reserved to him in the E-service site of Fiera Milano, which will be sent to the Exhibitor immediately after the notification of assignment of the stand.

We point out that: the maximum height of the stand is 5 mt. (taller than 3, mt. is mandatory to send plants to Fiera Milano- See Tech. Reg. Art. 1 point 1.2.2) and within this height all the structural elements of the stand must be contained. The panels that border with another stand and the ceilings that can be observed from the top must be finished according to best practices and with white colour and must not cause any loss of image to neighbouring exhibitors. Lacking this, Fiera Milano S.p.A. may intervene directly with costs to be borne by the defaulting Exhibitor. Walls and pillars may be coated with overlays of their panels or coverings. The boxes for user installations (electrical, telephone and service sockets, etc.) must be kept constantly accessible; phone and emergency service must remain constantly accessible. It is prohibited to close free sides of the stand with continuous walls that deflect visibility to neighbouring stands and obstruct the lanes within the pavilions. Any type of closure of free sides in the lane must however respect what is indicated in the Technical Reg. of Fiera Milano (Art. 1 point 1.2.3-k). All of the material to be used for the construction of stands (dividers, backgrounds, various pedestal structures, trims, coverings, fabrics, ceiling, curtains, etc.) must be fire-proof at the origin or materials which have been fire-proofed under Ministerial Decree of the Interior of 06.26.84 and subsequent amendments and additions. In the event of a breach, the subject that has not complied with the provisions of this article may be called to compensate for damage caused either directly by the Organiser and Fiera Milano and from individuals/entities that have directly been damaged from this breach. The changes that the Organiser and Fiera Milano reserve the right to make at their discretion, depending on the organisational requirements of the event to the projects of arrangement of stands, will be made at the expense of the Exhibitor.

Art. 8 - FITTING OUT EXHIBITION SPACE - The stand fitting out is allowed only after the total payment of the balance for the participation. Except in cases of force majeure, the areas are made available to the Exhibitor by Fiera Milano S.p.A., 4 (for) days before the exhibition begins and the exhibition spaces must be fitted out and equipped with goods and exhibited material by 18.00 p.m. the day before the show begins. Fiera Milano S.p.A. and RDS Expo Srl reserve the right to issue a detailed layout, following a visit and the making available of the exhibition space, which must be equipped according to specific criteria It is forbidden to position own fitting out and furnishing elements outside the exhibition spaces.

Art. 9 – FORCE MAJEURE – In the event of force majeure or circumstances beyond the control of the Organiser and/or of Fiera Milano, the date of the exhibition may be changed or the entire event may be cancelled. In this case, the Exhibitors registered shall share the commitments to third parties and cover expenses already incurred, within the limit of the payments made and to pay. Any remaining sums will be refunded in proportion to the amounts paid by registered participants. In any case, the Organiser will be entitled to recoup the expenses incurred for any plant and/or installations provided at the specific behest of the Exhibitor. The Organiser shall not be held liable for the claim of any damages of any nature whatsoever.

Art. 10 - NO SUBLETTING OF STANDS - The subletting of your own space or part thereof, even freely, of kiosks, of areas or canopies is strictly forbidden. You may not exhibit other companies' brands or products which are not itemised on the application forms and/or in co-Exhibitor form. If this is not observed the contract may be terminated and lead to the immediate closure of the stand forfeiting any rights to reimbursement of expenses or deposits paid.

Art. 11 – SURRENDER OF EXHIBITION SPACE – The stands must be returned in the same conditions they were when delivered. Exhibitor shall bear all expenses for restoration and will also be responsible for compliance with special rules and regulations for the use of the facilities and of the technical plants and systems. Stands may not be dismantled and removal of exhibition material and/or goods is not authorised before that time. After the exhibition closes, Exhibitors shall abide by the terms indicated in the notification “Provisions for assembly and dismantling” of Fiera Milano S.p.A.; goods will only be allowed out upon presentation of the EXIT PASS. Exhibitions spaces shall be left free no later than 1 (one) day after the closure of the exhibition. Beyond that deadline, any material remaining in the stand area will be removed by Fiera Milano in accordance with the Organiser at the Exhibitor's expense and the Organiser and Fiera Milano shall not be responsible for this; equipment, material, goods and anything else forming the stand will be sent to storage. If the Exhibitor does not collect the aforementioned property within the three months, the Organiser and Fiera Milano shall sell it and/or send it to the council rubbish dump. The Exhibitor shall surrender the exhibition space to the authorised SATE office (Exhibitor technical Assistance Service) for the hall in which it was handed over. Non-compliance with that provision will give the Organiser and Fiera Milano the right to claim expenses incurred for clearing the exhibition space from the Exhibitor. If the Exhibitor refuses to pay the expenses as above, the Organiser and Fiera Milano will be entitled also to claim the goods displayed, since they were admitted to Fiera Milano also by way of a pledge. The same right is reserved for any other amount owed to Organiser and Fiera Milano by the Exhibitor for its participation in the exhibition. To protect all of their rights and amounts owing to them, the Organiser and Fiera

Milano may also lay claim to goods exhibited, applying for seizure and/or attachment at third parties, drawing on the power of special privilege they have on said goods.

Art. 12 - NO PHOTOGRAPHY OR REPRODUCTIONS OF ANY KIND - It is forbidden to draw, copy, photograph any exhibited goods without written permission from the Exhibitor. Fiera Milano S.p.A. and RDS Expo Srl however reserve the right to reproduce directly or authorise the reproduction of whole pictures or details, either internally or externally and to allow these to be sold in part by official agents. Fiera Milano S.p.A. and RDS Expo Srl however cannot be held responsible for photographs taken illegally by third parties. Cameras, videos and camcorders can only be brought into the exhibition with the express written permission of RDS Expo Srl Two copies of any shots must be submitted to the exhibition secretariat.

Art. 13 - COPYRIGHT - PERFORMANCES - MUSICAL EMISSIONS

a) The discharge of copyright deriving from any eventual installation audio visual in the stands is subject to precise rules and is undertaken by Fiera Milano S.p.A. and RDS Expo Srl for all Exhibitors at the show. However, this does not include live musical performances (with singers and/or musical instruments), here the Exhibitor must apply to the SIAE offices in the Milan Municipality area. Also included are rights which, for the purposes of arts. 72 and 73 of Law no. 633/1941, pertain to artists, performers, executors and phonographic producers owning rights on recordings and, on their behalf, to SCF - Consorzio Fonografici however, this does not include the rights deriving from artists interpreter and executors and phonographic producers according to art. 73 of the law above said for the diffusion of phonograms and musical video in fashion shows, DJ set with or without dancing. For that, the organizers of these events must contact SCF - Consorzio Fonografico SpA - Via Leone XIII, 14 Milano - in order to respect the laws.

b) Performances - Musical emissions - Musical and artistic shows and the use of audio visual equipment for exhibitor's support are allowed in the stand as long as the volume is low and does not interfere with the smooth running of the show. The Exhibitor must respect the technical dispositions of Art. 8.2.2 (sound diffusion and projections) in "Technical Regulations and Extract from the emergency plan and information on the risks present in the Exhibition Centre for the purposes of safety" which is part of the Technical Regulations. In case of violation, any subject that has not respected the dispositions of the present article may be required to pay compensation for costs sustained either directly by RDS Expo Srl and Fiera Milano S.p.A. or by those subject/bodies who have directly suffered the harm.

c) Media distribution – In the event of distribution of audio/video or multimedia recordings containing works or parts of works protected under law no. 633 of 22/04/1941, Exhibitors shall prove that they have paid all copyright fees and duties relating to the media, under the terms of article 181-bis of the same law. Illicit use of said works, and/or the absence of the SIAE stamp on the media is punishable under articles 171 et seq. of Law 633/41.

Art. 14 – EVENT ADVERTISING AND ON OFF-LINE CATALOGUE

Advertising – It is forbidden to hand out flyers in hall aisles or in the insider streets of Fiera Milano's area. It is also forbidden making all forms of expression that, by their appearance and substance may lead to a direct comparison with another Exhibitor. Exhibitors, except the stands they own, can only advertise in accordance with the Organiser, through Fiera Milano's agreement, which reserves the exclusive rights about it.

Employment of Salone Franchising Milano's brand

Exhibitors may use the Event brand in their advertising campaigns only with the layout and typeface options well defined by the Organiser.

On Off line-Catalogue – Organiser will publish Exhibitors and co-Exhibitors (trade names with location of stand and business activity) details on media and on off-line catalogue without any responsibilities about omissions or mistakes made for the fulfillment and diffusion of these tools. This publication will include the details of the lead Exhibitor of the stand as indicated in the application form and those of the co-Exhibitor form received by the deadlines. All contractual proposals for services and/or advertising for a charge received from subjects different from RDS Expo Srl, Fiera Milano S.p.A., or all authorized companies, will be considered unrelated to the organization of "Salone Franchising Milano" exhibition and therefore RDS Expo Srl and Fiera Milano S.p.A don't take charge of reception of these offers.

Exhibitors signed up to the event automatically subscribe to the registration fee, which requires their data entry inside Find Franchising, Fiera Milano's map, on-line catalogue and a lot of promotion activities of this event. The Organiser will never be considered responsible of omissions or mistakes about the diffusion of some informations and logos sent by Exhibitors.

Art. 15 - MUNICIPALITY ADVERTISING TAX - pursuant to the participation laws, the Exhibitor is required to pay the appropriate Municipality tax set out under laws D.P.R 26.10.1972,

number 639. Following agreements reached with the Municipality, the Advertising Tax is assessed according to the total exhibition surface. In order to avoid any unnecessary dispute this tax will be included in the subscription fee. Fiera Milano S.p.A. will be responsible for forwarding the relative amount to the Municipality.

Art. 16 – SECURITY SERVICE – Fiera Milano S.p.A. provides general security for the halls. Throughout the opening hours of the halls, both during the period of the exhibition and during the assembly and dismantling periods, Exhibitors are responsible for the security and safeguarding of stands and everything inside them and exhibited. We therefore recommend company personnel exhibiting objects that are easy to remove to arrive punctually at the time the halls open and to supervise the stand at all time until the evening closing time. Exhibitors are prohibited from staying in the standards and inside the exhibition area during closing hours. Every evening, Exhibitors must locked easy to remove items of value in drawers or cupboards.

Art. 17 – SAFETY - For the entire duration of the Event, including setup and striking stands and all associated activities, every Exhibitor is required to comply meticulously with the entire applicable system of rules of regulations, particularly the rules and regulations on occupational safety, health and the physical well-being of workers, as well as with employment, pensions and social security law. During stand setup and striking, and for any other associated or linked activity, Exhibitors further undertake to comply with and ensure that all contractors working on their behalf comply with the Fiera Milano Technical Regulations and all amendments and additions therein, and the provisions contained in article 88, subsection 2-bis and the associated implementational Ministerial Decree issued on 22.7.2014 by the Ministry of Employment and Social Policies and by the Ministry of Health. The Technical Regulations, which may be consulted on the [www.fieramilano.it](http://www.fieramilano.it) website under “EXHIBITORS” (the link to the Exhibition), also contain precautionary rules on exhibition safety (fire prevention, electrical installations, environmental protection etc.), excluding specific safety-related rules for activities undertaken by the Exhibitor or contracted out by exhibitors to contractors (stand set-up/striking and associated activities), for which the Exhibitor remains responsible for oversight and compliance. In order to comply with the obligations of the above-mentioned Ministerial Decree issued on 22.7.2014, the Organizer offers access to these specific documents, Annexes IV and V of the Ministerial Decree, through the Fiera Milano website. Conduct that fails to comply with the above-mentioned safety regulations, in particular if it impacts general safety in the pavilions and with regard to other parties in attendance, may prompt intervention by the Organizer and/or Fiera Milano as part of regular checks and samples, resulting in the immediate cut-off of utilities supplied to the stall or its immediate closure. Any additional consequence that may arise out of a failure to comply with the above-mentioned provisions is the Exhibitor’s and its contractors’ sole responsibility. Fiera Milano may bar staff working for contractors/freelance workers operating on behalf the Exhibitor from the Fair Site if they do not possess an ID badge as envisaged under article 18 subsection 1u, article 21 subsection 1c, and article 26 subsection 8 of Legislative Decree 81/08, and non-EU hirees who, even if they hold an above-mentioned badge, do not have a valid and legible Italian green card or a valid and legible ID card. This charge will be passed on to the Employer responsible for and the contact person for any barred staff. As the buyer, any Exhibitor who authorizes a company to operate on the site on its behalf to carry out work will be informed of the charge. Exhibitors shall be responsible for complying with applicable laws and regulations regarding all works implemented and organized under their responsibility and on their behalf, including setup, structures, installations, products exhibited and all other associated activities. Every Exhibitor is required to appoint a “Stall Manager” who, for safety-related matters, takes on all responsibility for all parties who may be involved in terms of the work carried out on behalf of the Exhibitor, for the entire duration of their stay on the Fair site. At the Exhibitor’s discretion, and wholly under its responsibility, the “Stall Manager” may be a different individual during each of the three previously-mentioned phases (set-up, the event and striking). Fiera Milano must be informed of the Manager’s name and his/her phone numbers prior to the start of activation and setup work on the stall, and in any event prior to the arrival of workers and materials at the Fiera Milano site. If there is a failure to convey the name of the Stall Manager, this responsibility will be retained by the Exhibiting Company’s legal representative. The Fiera Milano and Organizer must promptly be informed of any change to the name of the Stall Manager. Access to the stall by contractors operating on behalf of Fiera Milano for the supply of services can only take place in the presence of the “Stall Manager”, and after having received their OK. Fair surveillance and security staff are exempt from this restriction.

#### Art. 18 – DECLARATION OF VALUE – INSURANCE – LIMITS OF LIABILITY

18.1 Declaration of value - Exhibitors are required to declare, using the special form downloadable from the e-service platform (compulsory documents), the total "estimated value" of goods, machinery, fixtures and fittings and equipment they plan to bring to and/or used at the Fiera Milano ground, even on behalf of Represented Brands understanding that, in lack of such declaration, the value shall be considered to be the minimum amount as stated in Art. XX.2 below and save in any case the right to verify the aforesaid declaration by Fiera Milano. In case of accident, should the final value declared by the Exhibitor fail to correspond to effective value of the insured property, the value of said merchandise shall be that declared by the Exhibitor. Pursuant to art. 1907 of the Italian Civil Code, compensation could be determined by the Insurer on the basis of the proportional criterion.

18.2 All-Risks – Policy of the Exhibitors – (excluding terrorism and sabotage risks) - RDS Expo Srl. and Fiera Milano require that all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors are covered by a property "All Risks" insurance, including a clause waiving the insurer’s right of recourse against Third Parties, including Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition. This insurance is made available through Fiera Milano for a capital of Euro 25,000.00 at a cost of Euro 95,00+VAT (VAT only if due), such sum will be charged on the invoice balance of the participation fee of RDS Expo Srl. and .Exhibitors may increase the automatic coverage, by filling in, signing and returning the appropriate form downloadable from the e-service platform (compulsory documents). Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250.00 and doubling this amounts for the reports submitted after the closing of the exhibition. Should Exhibitors have their own property “All Risks” insurance for goods, machinery, fixtures, fittings and equipment brought to and/or used at the Fiera Milano ground, valid for fairs and exhibitions, with a clause waiving the insurer’s right of recourse against Fondazione Fiera Milano, Fiera Milano SpA, their subsidiaries and/or affiliates, the Organization and all Third Parties in any way involved in the organization of the Exhibition, Exhibitors are anyway required to fill in and return the signed form, downloadable from the e-service platform, enclosing declarations signed by their legal representative and the insurance company stating that the above property is covered by an "all risks" guarantee in a manner no less than that prescribed by the General Regulations (facsimile included in the form). In this case it will be reversed the sum previously charged.

18.3 Third-Party Liability Police –This coverage is automatically provided, free of charge, for all exhibitors by Fiera Milano. This will become an extension of its general policy that has a limit of no less than Euro 100,000,000.00 (one hundred million)

18.4 Limits of Liability - The Exhibitor, by signing the Application Form, agree to release Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc... Also for any direct loss, as per the coverage provided as per Art. 19.2 above, each Exhibitor agrees to release Fiera Milano and the Organizer from any liability.

Art. 19 - MOVING EQUIPMENT - Moving equipment is admitted as long as it doesn't constitute a danger and/or nuisance. However, all machinery must comply with all the current and/or anticipated provisions in order to prevent accidents, bad smells, noise and gas and liquid emissions. The Exhibitors must, at their own time and expense, comply with checks of the above and make sure they comply with the provisions established by law and current regulations and obtain the correct permit from the competent authorities. The Exhibitor will be solely liable for any unlawful breach or damage cause by non-compliance with the aforesaid obligations

Art. 20 – RULES AND PROVISIONS – No goods or services, including publications shall be sold to the general public with immediate delivery unless authorised by the Organiser. The Organiser and Fiera Milano reserve the right to issue new rules and provisions that they may deem opportune for better management of the event and corresponding services, even if they are a departure from these General Regulations. Such rules and provisions will have the same binding force and effect as these General Regulations. The RDS Expo Srl and Fiera Milano S.p.A. may also expel the Exhibitor from the exhibition centre in the vent of failure to comply with the provisions set forth in these General Regulations. In that case, the Exhibitor will have no right to compensation or damages of any kind whatsoever.

Art. 21 – TECHNICAL REGULATIONS – Technical Regulations governing the fitting out of stands and other miscellaneous issues such as: regulations for advertising in the stand – operating machinery – parking areas – supply of power and water and other utilities will be communicated by means of the technical rules contained in the Technical Regulations prepared by Fiera Milano S.p.A. – available for consultation or downloading from the mandatory documents section of the Fiera Milano e-service portal – and are therefore an integral part of these General Regulations.

Art 22 - PRICE INDICATION AND PRODUCT SALE - According to the Art. 2 of the Regional law no. 30 dt. 10.12.2002, products displayed at the Exhibition may be sold directly on site.

In this case, if they sell products, Exhibitors are obliged to comply with current regulations in terms of the fiscal certification of transactions (fiscal receipts or invoices) in accordance with the requirements of the certification methods they choose.

Exhibitors from EU countries must comply with the Italian legislation in force. In particular, they will have to perform either (i) direct identification or (ii) appoint a tax representative before the Exhibition. A verification with a tax advisor is strongly recommended for the above mentioned procedures.

Exhibitors from non-EU countries must appoint a tax representative and comply with the Italian law on the subject. A verification with a tax advisor is strongly recommended for the above mentioned procedures.

It is obligatory for all Exhibitors to clearly display the prices of all products on sale.

In case you do not have a fiscal consultant you can contact Mr. Giuseppe Guenzani, tel. +39-0331-798259 ext. 210, e-mail [vatrefund@guenzani.net](mailto:vatrefund@guenzani.net).

ART. 23 - NOTICE ON THE TREATMENT OF PERSONAL DATA - Pursuant to art. 13 of legislative decree n° 196/2003, implementing the personal data protection act, RDS Expo Srl and Fiera Milano S.p.A. (hereinafter known as the "Processing Controllers") hereby inform the Exhibitor that the personal data indicated in the Application Form, or disclosed thereafter, is necessary for fulfilling obligations regarding participation in the event, the provision of the relative services and related administrative, accounting and fiscal formalities, according to the methods and within the limits indicated in the application form and in these General Regulations. Without these data, it may not be possible to admit the Exhibitor to the event and provide the related services. The data is processed, using methods consistent with the above-mentioned purposes and also making use electronic equipment, by structures and persons engaged by the Processing Controllers and by other persons (suppliers or technical staff) to whom the data is provided exclusively for activities or services relating to the performance of the event. Certain data (e.g.: company name, addresses, activities) may also be used for activities and communications of a promotional, advertising or commercial nature, also by fax and email, relative to this and other exhibitions or events and other products and services that may be of interest for the exhibitor. For this purpose, the data may also be communicated to companies that collaborate with the organiser, to companies in the Fiera Milano group, to other exhibitors, suppliers and business operators, both in the E.U. and abroad, as well as disseminated by publication in hardcopy and electronic exhibition catalogues. Exhibitors may contact the Processing Controllers at any time at the addresses indicated in the application form and in these Regulations, for the purpose of consulting or correcting their personal data or oppose their processing (art. 7 of legislative decree n° 196/2003). Concerning the above notice, Exhibitors may agree to the processing of its personal data for activities and communications, also by fax and email, relative to other exhibitions, new events, products and services that may be of interest to them by signing inside the box at the bottom of this form.

Art. 24 – CLAIMS AND COURT OF JURISDICTION – Any claims shall be made in writing to the Organiser. Any disputes that may arise from or be in any way connected to this application form and/or to the General Regulations of the exhibition shall be filed with the exclusive court of jurisdiction of Milan.

Date \_\_\_\_\_

I HAVE READ AND AGREE \_\_\_\_\_

I, the undersigned, hereby declare that I have read, understood and accepted arts 3,4,5,6,7,9,14,16,17,18,20,22,23 and all the conditions contained in the present General Regulations, as provided in Arts. 1341 and 1342 of the Italian Civil Code.

The exhibitor declares, by signing this form, that he has received notification pursuant to Art. 185 of Legislative Decree no. 209 of 7th September 2005 and in accordance with the provisions of ISVAP circular no. 303 of 2nd June 1997.

I HAVE READ AND AGREE

Pursuant to art. 23, the Exhibitor agrees, by signing this box, to the processing of its personal data for activities and communications of a promotional, advertising or commercial nature, also by fax and e-mail, also relative to other exhibitions or events and other products and services that may be of interest to it.

I HAVE READ AND AGREE

The Exhibitor allows sending, by automated calling, faxing, e-mailing, sms, mms systems, commercial, promotional and advertising communications concerning products and services from third parties (organizers, exhibitors, operators involved in fair exhibitions or operating also in other sectors) as well as transfers of data to third parties for sending their commercial communication by such systems

agree

don't agree

RDS Expo Srl

Via Vincenzo Monti, 4 – 20123 Milano – Italy - C.F./P.IVA 09709640966

Tel. +39 02 48463435 - [info@salonefranchisingmilano.com](mailto:info@salonefranchisingmilano.com) – [www.salonefranchisingmilano.com](http://www.salonefranchisingmilano.com)